

AVAILABILITY AND ACCESSIBILITY OF INFORMATION COMMUNICATION TECHNOLOGY (ICT) AMONG DAIRY FARMERS IN UTTARAKHAND, INDIA

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ABSTRACT

Rapid growth of Information Communication Technology (ICT) and the introduction of ICT-enabled information services provide ways to improve information dissemination to the knowledge intensive agricultural sector and also help to bridge the information gap existing among the group of farmers. The study was conducted to assess the opportunity for using ICT, infrastructure availability, utilization and accessibility of ICT among the dairy farmers, of both plain and hilly regions, for agricultural purposes. This study is based on primary data collected from a sample of 160 respondents (80 respondents each from plain and hilly region), using random sampling, to assess the accessibility of ICT and secondary data collected from various sites to assess the availability of ICT. Digital Opportunity Index (DOI) was used to find out the availability of ICT in the state. Frequency, cumulative square root frequency and Percentage were used to analyze the accessibility of ICT among the dairy farmers. Findings reveal that availability of ICT in the state based on DOI was 0.12 and Uttarakhand lies in category of economies with low DOI scores. Majority of respondents in plains (61.25%) had medium accessibility to ICT whereas in hills, 50% had low accessibility to ICT.

KEYWORDS: Accessibility, Availability, Dairy Farmers, Digital Opportunity Index (DOI), Information and Communication Technology (ICT)